

Advanced Specialist Qualification in Business



Entry Criteria:

- Five GCSE's at Grade 4 or above
- One of the five to be GCSE Mathematics or English at Grade 4 or above.

Coursework/Examination Requirements: This course is made up of 13 units which are assessed with a combination of internal and external assignments and examinations.

Awarding Body/Specifications: Pearson, Level 3 Extended Diploma in Business. Students will be awarded Distinction, Merit or Pass grades for individual units. These are then calculated into UCAS points.

Advanced Specialist Qualification: This is a two-year full time vocational course equivalent to three A Levels, where you learn by completing both internal and external assignments and examinations that are based on realistic situations, activities and demands. As well as learning about the employment area, you develop the skills you need to start a career. The Advanced Specialist Qualification in Business is aimed at people who are interested in pursuing a managerial role within a business. Students embark on the course for a variety of reasons. Some may wish to continue their studies into Higher Education whilst others may seek employment within a range of businesses both locally and nationally.

The course is made up of thirteen units: seven mandatory and six optional. Assignments can be presented in a variety of formats from written reports, PowerPoint presentations, discussions, role plays, posters, as well as practical activities such as web design or the creation of a real marketing campaign. There will be the option to complete a one-day work placement each week. **Listed below are some of the unit titles studied:**

Mandatory Units

- Unit 1:** Exploring Business
- Unit 2:** Developing a Marketing Campaign
- Unit 3:** Personal and Business Finance
- Unit 4:** Managing an Event
- Unit 5:** International Business
- Unit 6:** Principles of Management
- Unit 7:** Business Decision Making.

Optional Units (Six from the List Below)

- Unit 8:** Recruitment and Selection
- Unit 9:** Team Building in Business
- Unit 14:** Investigating Customer Service
- Unit 17:** Digital Marketing
- Unit 18:** Creative Promotion
- Unit 21:** Training and Development
- Unit 22:** Market Research.

Progression: Advanced Specialist Qualifications are valued by employers and Higher Education institutions (universities and colleges). The scheme could lead onto an Apprenticeship or employment with institutions such as Banks, Insurance Brokers, Retailers, Manufacturers, Marketing Agencies, Leisure and Accommodation providers and Accountancy firms. The benefit of this qualification is that the skills gained are relevant to all employment sectors.

Opportunities: Students will carry out a one-day per week work placement which will allow them to see first-hand their business theory in practice. Many of the units allow for business visits, external visitors to the school and students may be able to use their part time employment experiences as evidence to meet related criteria.